



SCHC Outreach and Communication Committee Guidelines:

Best Practices for Using SCHC-Issued Monthly Newsletter

SCHC Newsletter Content

The monthly SCHC Newsletter will be used by the SCHC Outreach and Communication Committee to inform SCHC members of the following: official SCHC events/programs/meetings/webinars/etc, news and programs from governmental or professional organizations, or other informative resources that would be of interest to our members.

Articles are typically not written by members of the SCHC Outreach and Communication Committee. Member submitted articles (such as those highlighting the Spring/Fall SCHC meetings) may be included upon review of the SCHC Outreach and Communication Committee.

To potentially minimize the concern of promoting competitive groups, the only article/link types allowed will be of those to free events (which do not conflict with services provided by the SCHC) and informative articles which do not prompt the reader to register for or purchase services. Exceptions are as follows: (1) links to articles, announcements and/or training offered by governmental agencies will ALWAYS be allowed for inclusion in the Newsletter; (2) links to articles or items of interest from organizations with which the SCHC has a current MoU (Memorandum of Understanding) will be allowed. *Commercial references, if found embedded in an article, are part of said article and are NOT PROMOTED or ENDORSED by SCHC.*

To avoid concerns of copyright infringement, items will be presented in the Newsletter with the following format*:

1. A one sentence headline, (can be from the article), or a written introduction, (drafted by the submitter), with acknowledgement of the source and a link to the website for more information. This represents item (2) above.
2. Full text items written by an SCHC member, (i.e., not copied directly from another source) are obviously allowed and encouraged. Acknowledging the source would be best practice for this article type.
3. Government news items: Copying or linking the source directly is acceptable.



To further highlight the above information, current Newsletter disclaimer contents will be modified to read as follows:

The materials in SCHC's web site/newsletter are provided "as is". SCHC makes no warranties, expressed or implied, and hereby disclaims and negates all other warranties, including without limitation, implied warranties or conditions of merchantability, fitness for a particular purpose, or non-infringement of intellectual property or other violation of rights. Further, SCHC does not warrant or make any representations concerning the accuracy, likely results, or reliability of the use of the materials on its Internet web site/newsletter or otherwise relating to such materials or in any sites linked to the site/newsletter. Commercial references, if found embedded in an article, are part of said article and are NOT PROMOTED or ENDORSED by SCHC.

The SCHC Outreach and Communication Committee will send links to articles/content of interest to publishing group A Media Marketing to compile into the finalized Newsletter format. Final approval of Newsletter content will be given by Committee Members prior to issuance of said Newsletter. If an article, link, etc. appears questionable or raises concern, it will not be published as part of the Newsletter.

Moderation of SCHC-Owned Newsletter Content

The Outreach and Communication Committee reserves the right to delete or refuse to post any communication/article/reference.